

Message Text

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ACTION CU-04

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R 240123Z SEP 75

FM AMCONSUL MELBOURNE

TO SECSTATE WASHDC 2992

INFO AMEMBASSY CANBERRA

UNCLAS MELBOURNE 1532

CANBERRA FOR DEFENSE ATTACHE COL NNUNEMAKER

E O 11652 N A

TAGS SCUL, AS

SUBJ: BICENTENNIAL CELEBRATIONS: REQUEST FOR
PROMOTIONAL ASSISTANCE

REF: MELBOURNE 1212

1. ONE OF THE MAJOR EVENTS BEING PLANNED BY THE AUSTRALIA-AMERICAN ASSOCIATION OF VICTORIA FOR THE U.S. BICENTENNIAL CELEBRATIONS IN MELBOURNE IN CONJUNCTION WITH THE LAWN TENNIS ASSOCIATION OF VICTORIA (LTAV) IS A VETERANS' TENNIS TOURNAMENT TO COINCID3 WITH THE MELBOURNE MOOMBA FESTIVAL, FEBRUARY 26 TO MARCH 8, 1976. FYI: THE MOOMBA FESTIVAL, ORGANIZED OVER 21 YEARS AGO, IS THE LARGEST IN AUSTRALIA AND ONE OF THE LARGEST FREE FESTIVALS IN THE WORLD. IN 1975 ALMOST 5 MILLION PEOPLE ATTENDED 150 EVENTS DURING THE 10 DAY PERIOD. THIS POST HAS REQUESTED THE DEFENSE ATTACHE, EMBASSY CANBERRA, TO REQUEST DEPARTMENT OF DEFENSE COOPERATION BY ARRANGING A MILITARY BAND AND A NAVAL VESSEL VISIT TO COINCIDE WITH MOOMBA 1976.

2. THE LTAV PLANS TO INSTALL A NEW TYPE AMERICAN TENNIS COURT, TEMPORARILY, IN THE CITY SQUARE IN THE MIDDLE OF DOWNTOWN MELBOURNE TO USE AS THE LOCALE FOR PART OF THE TENNIS
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TOURNAMENT. INTERNATIONAL TENNIS CELEBRITIES,

SUCH AS PANCHO SEQUA, PANCHO GONZALES, FRANK
SEDGEMAN AND OTHERS OF THIS CALIBER ARE BEING
RECRUITED TO PARTICIPATE.

3. THE MANAGEMENT OF THE MELBOURNE MOOMBA FESTIVAL,
IN ORDER TO INSURE THE SUCCESS OF THIS PARTICULAR
VENTURE AND TO TIE IN THE AMERICAN INTEREST, HAS
WRITTEN TO THE AGENT OF MISS LIZA MINELLI AND MR
BURT BACHARACH REQUESTING THEIR PARTICIPATION AS THE
TWO MAIN CELEBRITIES IN THIS TENNIS TOURNAMENT. THE
MOOMBA ORGANIZERS WILL UNDERWRITE THE COSTS OF THE
VISIT.

4. ACTION REQUESTED: POST WOULD APPRECIATE IT IF
THE DEPT WOULD CONTACT THE FOLLOWING ORGANIZATION
IN ORDER TO EXPRESS OUR INTEREST IN AND SUPPORT FOR THE
REQUEST BY THE MOOMBA COMMITTEE FOR THE PARTICIPATION
OF MISS MINELLI AND MR BACHARACH. THE AGENT IS:
MANAGING DIRECTOR, CREATIVE MANAGEMENT AND ASSOCIATES,
8899 BEVERLY BOULEVARD, LOS ANGELES, CALIFORNIA 90045.

5. THE DEPT'S COOPERATION AND PROMPT FOLLOW UP
OF THIS IS APPRECIATED.
BRAND

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NNN

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